



# AN OVERVIEW ABOUT GREEN MARKETING

Dr. M. Saravanan<sup>1</sup> | Mrs. Saraswathy. T. R<sup>2</sup>

<sup>1</sup> Assistant Professor, Department of International Business, Sree Narayana Guru College, K.G.Chavadi, Coimbatore-641105.

<sup>2</sup> Research Scholar in Commerce, Sree Narayana Guru College, K.G.Chavadi, Coimbatore-641105.

## ABSTRACT

In recent years, environmental issues and problems have risen due to mass production, environmental destructions and global warming. For these reasons consumers are changing their purchase preferences to environment friendly products. As society becomes more concerned with the natural environment, businesses have begun to modify their behavior in an attempt to address society's "New" concerns. Thus, green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes as well as modifying advertising. This study is mainly based on secondary data which has been collected from Internet and various books. On the basis of this study I conclude that, green marketing not only satisfy consumer needs, wants and desires but also it preserves and conserve the natural environment.

**KEYWORDS:** Green Marketing, consumer, Environment, Global warming.

## INTRODUCTION

A majority of people believe that green marketing refers solely to the promotion or advertising of products with environmental characteristics. Terms like Phosphate Free, Recyclable, Refillable, Ozone Friendly, and Environmentally Friendly are some of the things consumers most often associate with green marketing. While these terms are green marketing claims, in general green marketing is a much broader concept, one that can be applied to consumer goods, industrial goods and even services. For example, around the world there are resorts that are beginning to promote themselves as "ecotourist" facilities, i.e., facilities that "specialize" in experiencing nature or operating in a fashion that minimizes their environmental impact [May 1991, Ingram and Durst 1989, Troumbis 1991]. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Yet defining green marketing is not a simple task. Indeed the terminology used in this area has varied, it includes: Green Marketing, Environmental Marketing and Ecological Marketing. While green marketing came into prominence in the late 1980s and early 1990s, it was first discussed much earlier. The American Marketing Association (AMA) held the first workshop on "Ecological Marketing" in 1975. The proceedings of this workshop resulted in one of the first books on green marketing entitled "Ecological Marketing" [Henion and Kinnear 1976a]. Since that time a number of other books on the topic have been published [Charter 1992, Coddington 1993, Ottman 1993].

## REVIEW OF LITERATURE

"Consumers the world over are turning "green." In the US, outrage over the 1989 Exxon oil spill shifted the environmental movement from the radical fringe and placed environmental concerns squarely into the mainstream. During the past 3 decade in Western Europe, Green party members have moved into positions of power within local and national governments, and even the European Parliament in Strasbourg examines green consumption in the context of an increasing focus on sustainable lifestyles" said Ottman<sup>4</sup> (1992), one of the rigorous writers on the topic. The author argued that green buying must be seen in the context of wider debates surrounding the development of sustainable ways of living that incorporate other environmental actions in a holistic conceptualization of sustainable lifestyles. This framework was operationalized in a study of environmental action in and around the home, in which 1600 households in Devon were asked questions concerning their everyday environmental actions. These results were manipulated so as to investigate how the different behaviors related to each other and also whether different groups of individuals could be identified, conforming to different lifestyles.

Milfont and Duckitt's<sup>3</sup> (2010) research provided a cumulative and theoretical approach to the measurement of EA, in which the multidimensional and hierarchical nature of EA was considered. Based on three studies, they reported, development of a psychometrically sound multidimensional inventory to assess EA, cross-culturally and this Environmental Attitudes Inventory (EAI) shows that it has twelve specific scales that capture the main facets measured by previous research. The twelve factors were established through confirmatory factor analyses, and the EAI scales were shown to be uni-dimensional scales with high internal consistency, homogeneity and high test-retest reliability, and also to be largely free from social desirability.

According to Balderjahn<sup>1</sup> (1988), Demographic, socioeconomic, cultural, per-

sonality, and attitudinal variables were specified to predict five different patterns of ecologically responsible consumption. He analyzed a casual model of ecologically concerned consumers by the LISREL (linear structural relations, is a statistical software package used in structural equation modeling) approach. The results suggested that each behavioral pattern has its own cluster of predictors, although the ecologically concerned consumer belongs to the upper social classes. The results presented can provide a foundation for market segmentation strategies and for educational programs of policy makers.

## OBJECTIVES OF THE STUDY

1. To discuss why going green is important
2. To know why the organizations are adopting a green marketing philosophy
3. To identify the challenges faced by green marketing
4. To know the benefits of green marketing
5. To mention some of the problems with green marketing

## CONCEPT OF GREEN MARKETING

It refers to the satisfaction of consumer needs, wants and desires in conjunction with the preservation and conservation of the natural environment.

## EVOLUTION OF GREEN MARKETING

Green marketing term was first discussed in a seminar on "Ecological Marketing" organized by American Marketing Association (AMA) in 1975 and took its place in the literature. The term green marketing came into prominence in the late 1980s and early 1990s. The first wave of green marketing occurred in the 1980s. The tangible milestone for the first wave of green marketing came in the form of published books, both of which were called Green Marketing. They were by Ken Pattie (1992) in the United Kingdom and by Jacquelyn Ottman (1993) in the United States of America. According to Peattie (2001), the evolution of green marketing has three phases

**First phase:** "Ecological" green marketing, and in this period all marketing activities were concerned to help environmental problems and provide remedies.

**Second phase:** "Environmental" green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues.

**Third phase:** "Sustainable" green marketing. It came into prominence in the late 1990s and early 2000 concerned with developing good quality products.

## OBJECTIVES OF GREEN MARKETING

- a) Eliminate the concept of waste
- b) Make environmentalism profitable
- c) Bringing out product modification

d) Changing in production process

e) Packaging changes

f) Modifying advertising

### CHARACTERISTICS OF GREEN PRODUCTS

1. Products those are originally grown.
2. Products those are recyclable, reusable and biodegradable.
3. Products with natural ingredients.
4. Products containing recycled contents and non toxic chemical.
5. Products that do not harm or pollute the environment.
6. Products that have eco-friendly packaging i.e. reusable, refillable containers etc.

### WHY ARE FIRMS USING GREEN MARKETING?

#### ➤ Opportunity

As demands change, many firms see these changes as an opportunity to be exploited.

There are numerous example of firms who have strived to become more environmentally responsible, in an attempt to better satisfy their consumer needs.

McDonald's replaced its clam shell packaging with waxed paper because of increased consumer concern relating to polystyrene production and Ozone depletion [Gifford 1991, Hume 1991].

Tuna manufacturers modified their fishing techniques because of the increased concern over driftnet fishing, and the resulting death of dolphins [Advertising Age 1991].

Xerox introduced a "high quality" recycled photocopier paper in an attempt to satisfy the demands of firms for less environmentally harmful products.

#### ➤ Social Responsibility

Many firms are beginning to realize that they are members of the wider community and therefore must behave in an environmentally responsible fashion. This translates into firms that believe they must achieve environmental objectives as well as profit related objectives. This results in environmental issues being integrated into the firm's corporate culture. Firms in this situation can take two perspectives; 1) they can use the fact that they are environmentally responsible as a marketing tool; or 2) they can become responsible without promoting this fact.

#### ➤ Government pressure

As with all marketing related activities, governments want to "protect" consumers and society; this protection has significant green marketing implications. Governmental regulations relating to environmental marketing are designed to protect consumers in several ways, 1) reduce production of harmful goods or byproducts; 2) modify consumer and industry's use and/or consumption of harmful goods; or 3) ensure that all types of consumers have the ability to evaluate the environmental composition of goods. Governments establish regulations designed to control the amount of hazardous wastes produced by firms. Many by-products of production are controlled through the issuing of various environmental licenses, thus modifying organizational behavior.

#### ➤ Competitive pressure

Another major force in the environmental marketing area has been firms' desire to maintain their competitive position. In many cases firms observe competitors promoting their environmental behaviors and attempt to emulate this behavior. In some instances this competitive pressure has caused an entire industry to modify and thus reduce its detrimental environmental behavior. For example, it could be argued that Xerox's "Revive 100% Recycled paper" was introduced a few years ago in an attempt to address the introduction of recycled photocopier paper by other manufacturers.

#### ➤ Cost Reduction

Firms may also use green marketing in an attempt to address cost reduction. Disposing of environmentally harmful by-products, such as polychlorinated biphenyl (PCB) contaminated oil are becoming increasingly costly and in some cases difficult. Therefore firms that can reduce harmful wastes may incur substantial cost savings. When attempting to minimize waste, firms are often forced to re-examine their production processes. In these cases they often develop more effective production processes that not only reduce waste, but reduce the need for some raw materials. This serves as a double cost savings, since both waste and raw material are reduced.

### 10 Ways To Go Green

1. Unplug when not in use.

2. Use less water, every drop counts.

3. Switch to compact fluorescent light bulbs.

4. Choose products with less packaging.

5. Buy organic and local food.

6. Drive less that saves fuel.

7. Walk more.

8. Recycle more.

9. Switch to green power, use non conventional energy like solar power etc.

10. Spread the word about green, live green, stay green.

### CHALLENGES IN GREEN MARKETING

- 1) Need for standardization of the products
- 2) New notion
- 3) Long gestation period require much patience
- 4) Avoiding green myopia
- 5) Non co-operation
- 6) Convincing customers

### LIMITATIONS IN GREEN MARKETING

- 1) Green products require renewable and recyclable material, which is costly.
- 2) Requires a technology, which requires huge investment in R&D.
- 3) Majority of the people are not aware of green products and their uses.
- 4) Majority of the consumers are not willing to pay a premium for green products.
- 5) People are more attracted towards foreign products

### SUGGESTIONS

1. Using eco-friendly products
2. Regular vehicular pollution check ups
3. Avoid using plastic
4. Gather and spread environmental information
5. Tree plantation
6. Water harvesting
7. Proper treatment and disposal of industrial and household waste
8. Improve public transport system

### CONCLUSION

The environmental problems in India are growing rapidly. The increasing economic development, rapid growth of population and industries in India is putting strain on the environment. Industrial pollution, soil erosion, deforestation etc. are all worsening problems. So it is the right time to implement the green marketing in India. It makes drastic change in the business not even in India but save the world from pollution. Corporate should create the awareness among the consumers about green marketing.

### REFERENCES

1. Amitabha Ghosh (2008) 'Green Marketing Strategies' ICFAI University Press, Hyderabad
2. Keller, Koshy Jha, Kotler, Marketing Management, 13th Edition, Pearson Prentice
3. Hall Publication.
4. Kotler Philip Marketing Management, Analysis, 9th Edition, Prentice Hall India Publication
5. Martin Charter and Michael Jay Polanski (1999), 'Green Marketing : A Global Perspective on Greening Marketing Practices' Greenleaf Publishing House Ltd, Sheffield (UK)
6. Narayan Lakshmi Vermuri & S.Dhinesh Babu (2008), 'Green Marketing- New Hopes and Challenges' Paper presented on Sept.15, 2008, at Mohamad Sathak Engg. College, Kilakarai.